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United Way of Sumner County Awards Breakfast 2017 Campaign Award Winners

The following is a list of award winners from the United Way of Sumner County 2017 Campaign Awards Breakfast, held at Bluegrass Yacht and Country Club in Hendersonville on Friday, April 20, 2018.

David Brown Parrish Award – *(Highest giving by partner agency)*

2017 Winner – **Salvus Center**

*David Brown Parrish was a beloved teacher and community volunteer from Gallatin. Mr. Parrish was instrumental in helping many of our partner agencies throughout the years in a volunteer capacity. This award was established in his name because of his spirit of volunteerism, and it honors the United Way of Sumner County partner agency with the highest giving among all of our agencies in the annual campaign. This year's winner is a well known and much respected organization in Sumner County that consistently meets unmet needs throughout the community. Caring for others is what they do each and every day, but this year, they went all out to become a bigger part of United Way's fundraising campaign. How much did they raise the bar? How about raising more than seven times as much as they did a year ago, giving back generously to the community it serves so well. Through its efforts, our winner raised a total of \$2,162 to help us **LIVE UNITED**.*

Best Campaign Event

2017 Winner – **ITW CIP**

The Best Campaign Event Award recognizes the campaign that had the most outstanding employee event in support of their fundraising effort.

As we all know, the best campaigns are those that combine fun and comradery with the serious task of raising money to help others. This year's winner used a holistic approach in their support of United Way, and in the process, they rewrote the book on what is considered a campaign event.

Instead of a single event, this year's winner held a series of activities throughout the campaign year to build interest, awareness, and support of United Way. From serving as the pilot site for our first ever Diaper Drive, to recruiting volunteers to participate in Stuff the Bus, employees were given the opportunity to get personally involved with United Way causes. During its workplace campaign, the company held employee meetings to hear directly from representatives of partner agencies, and a variety of fundraisers were held to engage

employees beyond a simple ask. After the campaign ended, additional events were held to raise funds and promote involvement, culminating in employees putting together a “Luck of the Irish” basket that was donated for auction at the Bloomin’ Bash Gala. Additionally, this business served as a co-top-level sponsor at both our Golf Scramble and the Bloomin’ Bash, and company employees participated in both events.

When our winner’s campaign total was finalized, this company raised more than \$44,000 for United Way. More impressively, their rate of employee participation topped 95%, which resulted in a 2:1 corporate match of employee pledges totaling nearly \$80,000.

In total, their year-round engagement events and United Way support totaled more than \$127,000 during the year.

Most Innovative Campaign Activity

2017 Winner – Sumner County Schools Maintenance Department

This award recognizes the workplace campaign that utilizes the most innovative activity to support United Way fundraising.

This year’s winner has done fundraising events in the past to boost their campaign, including golf scrambles, cornhole tournaments, and employee lunches. This year, management decided more had to be done, and a new and innovative plan was put together that benefited the workplace, its employees, neighboring communities, AND United Way. The end result was a unique and hugely successful fundraising effort.

Being an operation that relies on many vendors across a variety of markets, our winner decided to tap into that resource for the benefit of others. A vendor fair was organized that ultimately included 38 companies. The price of their tradeshow booth was a donation to United Way. To make it worthwhile for the vendors, similar businesses with the same needs were invited to attend from neighboring counties. In addition to the Vendor Fair that featured 38 booths, equipment displays, and hands-on demonstrations, the day was kept lively by including the previously-used employee cornhole tournament, luncheon, and prize drawings as part of the day’s activities.

Combined with employee donations, this one-day special event raised an amazing total of \$16,545 for United Way, the largest total ever for any Sumner County Schools location.

Most Improved Campaign Award

2017 Winner – Sumner Regional Medical Center

This year’s recipient is a longtime supporter of our United Way, both through workplace campaigns and sponsorships. In 2017, our winner upped their game in a big way. After raising \$2,400 last year, employee giving increased by nearly 600% in 2017, jumping to \$13,500. With participation from 53 employees, the campaign registered its highest total in five years.

Learning to Give Award – (Highest total for a school campaign)

2017 Winner – Hendersonville High School

The Learning to Give Award is presented to the Sumner County School that raises the most money during the year’s fundraising campaign.

2017 was an exciting year for the schools campaign, which saw substantial fundraising increases at numerous locations. It was only four campaigns ago that we saw a school raise

more than \$5,000 for the first time. This year, seven schools, the Central Office, and the Maintenance Department all exceeded that amount.

In the Middle School Category, Rucker-Stewart took top honors by raising \$4,359, a new record for the school.

The competition for top fundraising school was closer this year than ever before, with the top two schools separated by less than \$700 and raising a combined \$20,000 between them.

In second place, our top raising elementary school, with a fundraising total of \$9,631, is Indian Lake Elementary.

That brings us to the top fundraising school for 2017, and this year's Learning to Give award winner. After becoming the first school to top the \$5,000, \$6,000, and \$8,000 mark over the past three years, Principal Bob Cotter and Campaign Coordinator Debbie Sheets raised the bar again in 2017, becoming the first school to exceed \$10,000 in United Way fundraising. With an incredible final total of \$10,321, Hendersonville High School is the four-time defending winner of the Learning to Give Award.

Torchbearer Award

2017 Winner – Sumner County Schools

The Torchbearer Award is given each year to the workplace campaign that raises the most money through employee giving, independent of any corporate match or special event fundraisers. This year's winner took top honors with 1,819 donors contributing a total of \$120,138 across 48 sites.

Leadership Givers Award

2017 Winner – Publix Super Markets in Gallatin, Goodlettsville, and Hendersonville

The Leadership Givers Award is presented annually to the workplace campaign that generates the largest amount of contributions through gifts in excess of \$500, which is considered the leadership giving level for our United Way. This year's winner continues to set the standard for workplace campaigns. With more than 65% participation, our winner raised \$83,440 through 248 employee donations in 2017. Of the total employee gift, 60 Leadership Givers donated \$53,820 to United Way, more than 65% of their associate giving total. When you add in a corporate gift of \$60,700, it's easy to see why our honoree is known as one of best corporate citizens in every community where it operates.

2017 James W. Hawkins Award Winners – (100% participation in a workplace campaign)

Senior Citizens of Hendersonville
Howard Elementary Schools
Indian Lake Elementary School
Oakmont Elementary School

2017 Bronze Campaign Award Winners – (Campaign Increase up to 25%)

Aladdin Temp-Rite
AT&T
Bank of Tennessee
Benny Bills Elementary School

Bethpage Elementary School
Caterpillar
City of Gallatin
The Farmers Bank
First Tennessee Bank
H. B. Williams Elementary School
Hendersonville High School
J. W. Wiseman Elementary School
Lakeside Park Elementary School
Mid Cumberland Human Resouce Agency
Nannie Berry Elementary School
North Sumner Elementary School
Oakmont Elementary School
Pinnacle Bank
Portland High School
Publix # 1141 Goodlettsville
Publix #119 Hendersonville
R. T. Fisher School
Regions Bank
Rucker-Stewart Middle School
Union University - Hendersonville
Westmoreland High School
AND Wilson Bank & Trust

2017 Silver Campaign Award Winners – (Campaign Increase of 25 to 50%)

Beech Elementary School
Enterprise Rent-a-Car
Gene Brown Elementary School
Guild Elementary School
Merrol Hyde Magnet School
Portland Gateview Elementary School
Simmons Bank
T. W. Hunter Middle School
Target - #1511- Hendersonville
UPS
AND Westmoreland Elementary School

2017 Gold Campaign Award Winners – (Campaign Increase of 50% and above)

CapStar Bank
Community Child Care Services
Cumberland Electric Membership Corporation
Ellis Middle School
Gallatin High School
George Whitten Elementary School

*Hawkins Middle School
Indian Lake Elementary School
ITW CIP
Jack Anderson Elementary School
Knox Doss Middle School
Madison Creek Elementary School
Millersville Elementary School
Nationwide Mutual Insurance Co.
Portland East Middle School
Portland West Middle School
Salvus Center
SC Schools - Central Office
SC Schools - Maintenance
Station Camp Elementary
Station Camp Middle School
Sumner County EMS
Sumner Regional Medical Center
SunTrust Bank
US Bank
Walton Ferry Elementary School
Watt Hardison Elementary School
White House High School
White House Middle School*

Regina Bartlett Fundraiser of the Year Award

2017 Winner – Andy Brown, Sumner County Schools

The Fundraiser of the Year Award is given each year to an individual or group that achieves distinction through a direct impact in the area of fundraising.

Driven by a desire to raise more money than any other Sumner County school or department had ever raised, this year's award winner showed us a thing or two about putting together a successful first-time event. His desire to bring new people into the United Way family by inviting them to participate in a win/win activity is a model for increasing donor involvement throughout our community.

This year's Fundraiser of the Year Award recognizes SCS Assistant Director of Schools for Facilities and Support Services Andy Brown For dreaming big and putting together the most successful third-party fundraising event in United Way of Sumner County's history and raising \$16,545 at the Sumner County Schools Maintenance Dept. Vendor Fair.

Advocate of the Year Award

2017 Winner – Amie Davenport, ITW CIP

Today we are introducing a new award to complete the United Way Give, Advocate, Volunteer trifecta of honors, our Advocate of the Year Award. This award recognizes the individual or group that achieved distinction over the past year by promoting United Way, its causes, and its mission to others.

This year's winner is a longtime campaign coordinator, and she has always taken her role on the United Way team far beyond what would ever be expected. Whether putting on a diaper to celebrate Diaper Driver success, recruiting volunteers for Stuff the Bus, securing prizes for campaign giveaways, putting together a basket for auction at our annual gala, or organizing special events to raise just a little more money, this person is one of our most vocal supporters, day in, and day out. Without hesitation, I can say she is one of our most effective advocates, both at her workplace and throughout the community. We are blessed to have her in our United Way family.

Terry Colwell Award – (Volunteer of the Year)

2017 Winner – UWSC Treasurer Michael Morrison, TriStar Skyline Medical Center

Since 1983, this award has been presented annually to a United Way of Sumner County volunteer who has distinguished herself/himself over the past year through his/her dedication and efforts on behalf of United Way of Sumner County.

As you all know, our United Way is going through a transition. A transition that is full of promise but has also created a few challenges along the way. Simple checks and balances that were part of our every-day process could have been compromised with no signing authority on site. Without a point person on staff, we needed to re-evaluate how we coordinated with members of our Board leadership team to accomplish daily tasks. Fortunately, our Board has been more than accommodating in this process. However, one member took it upon himself to go above and beyond what we ever expected.

During a visit to our office in December, this year's winner asked us what he could do to make the transition period easier and ensure operations continued to run smoothly. He offered his time to meet weekly to keep checks and balances in place and discuss any issues or proposals to keep us moving forward operationally in an efficient manner. Having someone extend their day, given there already demanding schedule, to help us to continue to move forward as seamlessly as possible, has been a huge blessing to me and the entire staff.

While he is a relative newcomer to our United Way, having joined the Board of Directors in 2016, our Volunteer of the Year has distinguished himself for going the extra mile as a friend and supporter of this organization.

Hugh Carpenter Award – (Best overall workplace campaign)

2017 Winner – Sumner County Schools

Hugh Carpenter spent his life in the service to others. He made it his goal to befriend those with whom he came into contact and was very instrumental in the formation of the United Way of Sumner County. We are proud to be able to memorialize his spirit of giving through this award.

With approximately 1,800 donors, an increase of more than 20% over the prior year, our honoree raised more than \$120,000 through employee giving in 2016. Additionally, \$42,000 was raised through special events. With 48 distinct locations throughout its operation, this campaign can be as daunting as it is exciting, but the results tell a story of dedication, commitment, and success.

Thirty nine locations posted increases over the previous year, 35 locations increased their number of donors, and 32 sites set all-time fundraising records.

This year's winner posted a workplace campaign total of \$162,000, the largest in the history of our United Way and a \$56,000 increase over the previous year. From the involvement of

leadership at the highest levels to the creativity of campaign coordinators, department heads, and principals, this campaign is one to be remembered.